

# delyTON<sup>ADVANCED</sup>

delyTON Advanced is the innovative ammonia-free “tone on tone” treatment color enriched with Phyto Conditioning Complex to color every kind of hair with delicacy and with a full shine reflex.

**Phyto Conditioning Complex** is an exclusive vegetal bio-lipid complex that penetrates the capillary fiber, creating a highly resistant molecular structure with the keratin. This improves the hydration and elasticity of the hair. The natural active ingredients guarantee scalp protection and provide exceptional softness to the hair.

**Silk Proteins** delicately penetrate the hair giving it an enviable softness while reinforcing from the inside which leaves the hair protected and hydrated.

**Exclusive pigments** bind tenaciously to hair fibers ensuring a perfect color balance for all the desired reflections. The color will be more intense and brilliant with optimal coverage of the first white hair.

## Benefits and Results of delyTON ADVANCED

- Ammonia free = delicate color
- Phyto Conditioning Complex = scalp and hair protection
- Silk Proteins = hair softness and wellness
- Exclusive and innovative pigments = gray hair coverage

 **Ask about the new Avanti Premium Salon Program.**

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**ITELY**  
HAIRFASHION  
MILANO 1987

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# delyTON<sup>ADVANCED</sup>

with Phyto Conditioning Complex



47  
tone on tone colors  
ammonia free

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# delyTON ADVANCED

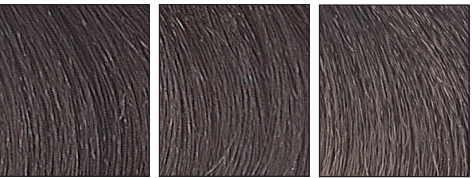
For an extremely luxurious, translucent shine with a deep, rich color, delyTON is the perfect demi-permanent haircolor. delyTON's deep penetrating Conditioners and Silk proteins work to restructure and even the porosity on damaged hair. These specially formulated proteins restructure the hair from the inside out to maintain perfect condition.

delyTON is a non-progressive, DEPOSIT ONLY haircolor that's easy to use. delyTON's non-ammonia formula and 47 rich, reflective shades create a perfect tonal balance. delyTON is ideal for non-committal color, toning, color balance and allows for fast color correction.

An ideal haircoloring for gray blending, delyTON will blend even the most resistant gray hair. Men will love the "younger look" without the fear of a noticeably, color-treated regrowth.

Because it's both gentle and versatile, delyTON will not relax perms or cause unnecessary chemical stress to relaxed hair.

## NATURAL (NATURALI)



3N Dark Brown 4N Brown 5N Light Brown



6N Dark Blonde 7N Blonde 8N Light Blonde 9N Lightest Blonde

## ASH (CENERI)



6C Dark Ash Blonde 7C Ash Blonde 8C Light Ash Blonde 9C Lightest Ash Blonde

## GOLD (DORATI)



6D Dark Gold Blonde 7D Gold Blonde 8D Light Gold Blonde 9D Lightest Gold Blonde

## CHOCOLATE (CIOCCOLATI)



3CH Chocolate Dark Brown 4CH Chocolate Brown 5CH Chocolate Light Brown 4CP Chili Pepper Chocolate Brown 5CP Chili Pepper Chocolate Light Brown

## COLONIAL (COLONIALI)



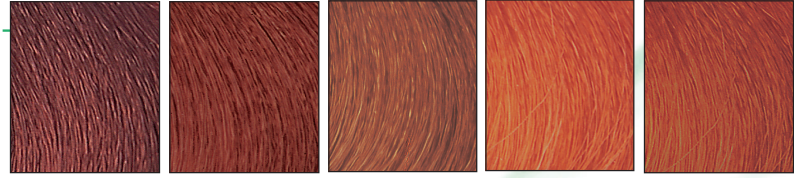
5CL Cinnamon Light Brown 6CL Dark Tan Blonde 7CL Amber Medium Blonde 8CL Savannah Light Blonde 7DM Golden Honey Blonde 8DM Golden Honey Light Blonde

## VIOLET (IRISÉE)



5V Light Violet Red Brown 6P Dark Purple Red Blonde 7P Purple Red Blonde 6RU Ruby Red Dark Blonde 7RU Ruby Red Blonde

## COPPER (RAMATI)



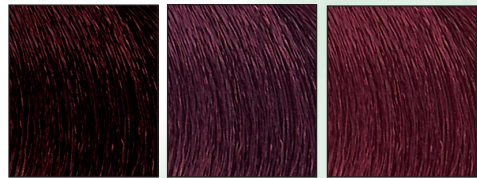
6R Dark Copper Blonde 7R Copper Blonde 8RD Light Golden Copper Blonde 7RR Intense Copper Blonde 8RR Light Intense Copper Blonde

## COFFEE (CAFFÈ)



4CF Coffee Brown 5CF Coffee Light Brown 6CF Coffee Dark Blonde 7CF Coffee Blonde

## MAHOGANY (MOGANO)



4M Mahogany Brown 5M Mahogany Light Brown 6M Mahogany Dark Blonde

## MAGIC BLACK (NERI PROFONDI)



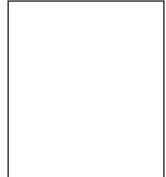
1N Black 1B Blue Black

## SILVER (ARGENTO)



9A Lightest Silver Blonde

## NEUTRAL



N Neutral

# delyTON ADVANCED

## Usage

Mix delyTON Advanced with delyTON Advanced Activator 1:2 Example: Squeeze 30ml (1/2 tube) into a plastic bowl and add 60ml of delyTON Activator. Mix to a smooth, creamy consistency.

Apply evenly on not-clean hair from "roots to ends". Let process for 20 minutes. If the hair is very resistant, process for an additional 5-10 minutes. On permed hair, let it process for a maximum of 15 minutes.

After the application, shampoo the hair with ITELY ACP Shampoo, Purity Design Pure Shampoo or one of ITELY's new sulfate-free Eudermal Shampoos.

## Other fast and versatile usages:

### Refresh:

to intensify or change color reflex, let process for 10 minutes.

### Tint-back:

to tint back to natural color, let process for 20 minutes.

## Processing delyTON

Processing recommendations are guidelines. Porosity, previous chemical services and hair texture may affect processing. We always recommend strand-testing to determine ideal formulation and processing time.

Virgin hair	20 minutes
Color-treated hair	15-20 minutes
High-lift, color-treated / bleached	10-15 minutes
Permed or relaxed hair	15 minutes max.
Strand test	after 5 min.
Resistant gray blending	25-30 minutes

